R.J. REYNOLDS

TOBACCO COMPANY

TO:

ALL NEW YORK METRO DIVISION MANAGERS RETAIL MANAGERS

DATE:

OCTOBER 10, 1996

FROM:

R.J. O'ROURKE

REGIONAL OPERATIONS MANAGER

SUBJECT:

FOURTH QUARTER 1996 COMPETITIVE PROMOTIONAL

RESPONSE - PRICING STRATEGIES

PLEASE DISTRIBUTE AND DISCUSS WITH YOUR REPS SO THEY HAVE FULL UNDERSTANDING OF THE ATTACHED.

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